

# Join Us

## IHA

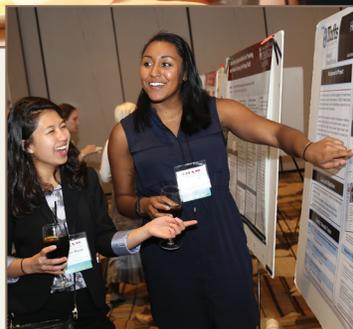
### 16th Annual

# Health Literacy Conference



**Building Bridges – Promoting Health Equity and Health Literacy**

May 3 - 5, 2017 | Irvine, CA



# About the Conference

The annual IHA Health Literacy Conference assembles recognized key researchers, opinion leaders, clinicians, educators, and subject matter experts for a 3-day continuing education conference to face the low health literacy challenge.

The conference delivers education, professional development, peer networking, and practical tools that help participants expand their knowledge and enhance implementing Health Literacy into their working environment.

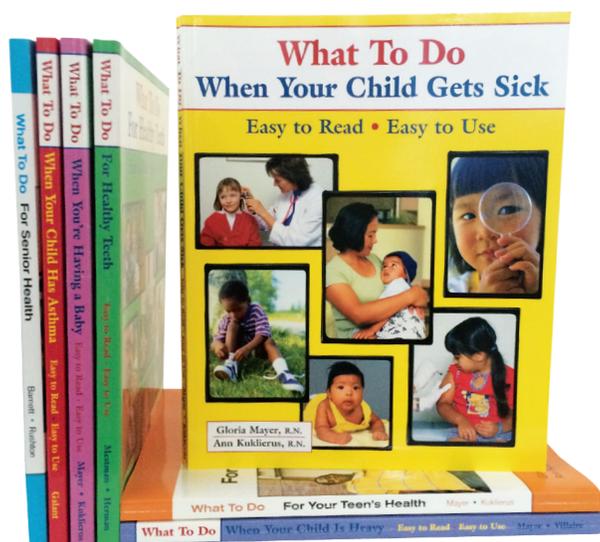
Join us for the latest evidence-based findings, earn credits, and network with colleagues.

## Who Should Attend

- Health Educators
- Physicians and Nurses
- Primary Care Providers
- Public Health Workers
- Diabetes and Nutrition Professionals
- Medical Librarians
- Health Insurance Enrollers & Agents
- Hospital Representatives
- Healthcare Marketers, Writers and Editors
- Pharmaceutical / Health Plan Providers

## About IHA

The Institute for Healthcare Advancement (IHA) is a not-for-profit, 501(c)(3) public charity dedicated to empowering people to better health. IHA has been active in health literacy for the past 15 years, sponsoring this conference, offering a Health Literacy Rewrite & Redesign service, providing customized lectures and workshops in health literacy, consulting services, and writing and publishing the “What To Do For Health” self-health book series.



### What To Do For Health Books

- What To Do When You're Having a Baby
- What To Do When Your Child Gets Sick
- What To Do For Healthy Teeth
- What To Do When Your Child Has Asthma
- What To Do When Your Child is Heavy
- What To Do For Teen Health
- What To Do For Senior Health

## Continuing Education Credits

By attending the complete 3-day conference, attendees will earn up to 22.5 continuing education credits in the following categories:

**Category I entry level CHES and advanced MCHES** Approved Provider by NCHEC

**CME** This activity is approved for *AMA PRA Category 1 Credits*™

**DCE** Approved Provider by the Dental Board of California

**CPE** Registered Provider by the Commission on Dietetic Registration

**CE** Approved Provider by the California Board of Registered Nursing

**CE** Approved Provider by the Medical Library Association

### Disclosure Statement

All relevant financial relationships of speakers, moderators, and planners will be disclosed to participants prior to the conference.

“What a wealth of knowledge from true subject matter experts.”



## Call for Posters

**DUE March 7, 2017**

Please submit a poster abstract for the conference!

Posters may show research results or program implementation, visit [www.iha4health.org](http://www.iha4health.org) to see previous year examples. — Notifications of acceptance will be send via email. Presenters must be registered attendees of the conference.

▶ [www.iha4health.org](http://www.iha4health.org)

*The Poster Session will be held on May 4, 2017 during the Opening Night Reception.*



## IHA Health Literacy Award Nominations

**DUE March 7, 2017 at 5pm PST.**

These awards recognize the efforts of individuals or organizations in advancing health literacy in the following areas:

- Published Materials (includes websites/mobile apps)
- Innovative Programs
- Research

Winners receive complimentary conference registration, \$500 honorarium, award plaque, roundtrip coach airfare (if outside the Los Angeles/Orange County area), and two nights hotel accommodations at the Hotel Irvine.

*Awards will be presented during the IHA Health Literacy Awards Luncheon on May 4, 2017.*

Nomination forms with award criteria is available on [www.iha4health.org](http://www.iha4health.org) or by calling 800-434-4633.

Completed entries must be received at IHA by March 7, 2017 at 5pm PST.

### **International Health Literacy Award**

*For work done outside the U.S.  
in advancing health literacy*

**Nomination form online at  
[www.iha4health.org](http://www.iha4health.org)**

All entries must be received by IHA  
no later than 5pm PT  
on March 7, 2017.

▶ [www.iha4health.org](http://www.iha4health.org)

## Hotel / Shuttle Information

All classes, events and meals are held at the Hotel Irvine, Irvine, CA  
17900 Jamboree Road, Irvine, CA 92617.

IHA has negotiated specially reduced room rates of **\$139** for single or double occupancy.

**Room rates available until April 11, 2017 or  
CALL for Reservations 888-230-4452.**

In order to receive the discounted group rate, you must mention IHA Health Literacy Conference at the time of booking. Also, be sure to book your room early, as the block of rooms at this special rate is limited. When the block of rooms is gone, rates on rooms (if available) will be priced at the non-group rate.

**If you are flying in to Orange County-John Wayne Airport (SNA)**, you will be able to take the Hotel Irvine shuttle directly to the hotel. Their shuttles leave every 15-45 minutes.

For more information on Hotel Irvine's shuttle service, please contact them at 866-396-4201

## Cancellations/Substitutions/Refunds

Cancellations received prior to April 28, 2017 are entitled to a refund, minus a \$25 processing fee. Cancellations received on or after May 1 up to May 3, 2017, are entitled to a refund, minus a \$50 processing fee. Paid registrants may substitute another attendee prior to April 28, 2017 at no cost, and for a \$25 processing fee from April 30, 2017 up to and including May 4. No-shows are liable for full tuition.

## Tuition Fees

	<b>Earlybird</b> (on or before April 14, 2016)	<b>Regular</b> (after April 14, 2016)
<b>Standard</b>	\$359	\$379
<b>Students*</b>	\$150	\$150
<b>Nonprofit**</b>	\$329	\$349
<b>3+ from 1 Org***</b>	\$299	\$319

\* Must be full time.

\*\*Includes students/education/government/nonprofit organizations

\*\*\*Per registrant when registered and paid for at the same time

▶ [www.iha4health.org](http://www.iha4health.org)

# Preconference Workshops

WEDNESDAY, MAY 3

## **\*Writing for Health and Wellbeing: Plain Language Strategies for Health and Human Service Professionals A One-Day Introduction to Effective Written Communication**



*Jann Keenan, Ed.S & Janet Ohene-Frempong, MS*

*Institute for Healthcare Advancement – Strategic Partners in Health Literacy*

Be aware of what contributes to health and wellbeing: Can people truly experience health and wellbeing without access to good health care, food, housing, transportation and an adequate income? Do your patients or clients understand the advice that you give them to access these things? Do they agree with it? And, if so, are they able to actually follow it?



Think about the role of effective communication: Health equity means that everyone has a fair opportunity to live a long, healthy life. Many things can get in the way including a person's race, ethnicity, gender, income, sexual orientation, neighborhood or other social condition. However, ineffective communication should not be one of them.

Strengthen your own communication skills: We're inviting health professionals and human service professionals to put their heads together for the health and well being of those who often get left behind. Bring a small writing project and spend the day practicing some of the basic principles of effective plain language writing. Make your websites, text messages, brochures, and forms easier to read, understand, and relate to across literacy levels, languages, cultures, and diverse socioeconomic backgrounds..

## **\*Implementing the “Always Use Teach-Back” Training Program**



*Mary Ann Abrams, MD, MPH*

*Nationwide Children's Hospital*

Do you struggle with these challenges in your health care setting? How can I get everyone to use teach-back? Why don't patients do what we ask of them? There's just not enough time... This interactive workshop will use the Always Use Teach-back! Toolkit as a foundation to strategize on making teach-back an “always event”.

\*Additional fee required.

## Building Your Own Health Literacy Toolbox: A Workshop for Beginners



*Margaret Richey, RN, MSN, EdD*  
*Benedictine University*

*Karen Hernes, RSN, MSN*  
*Purdue University*

The purpose of this highly interactive session is aimed for those who provide patient care and patient education. Participants will be provided with useful tools to identify and evaluate practice needs as well as build their own “toolkit” to address health literacy and self-efficacy complications, and ways to promote patient empowerment and improve patient teaching in diverse practice settings.



Through active discussion and sharing of examples, participants will assess and discuss barriers that prevent maximum health literacy and analyze guidelines for communicating with patients both verbally and in writing. Multiple activities are planned for both small and large group participation.

## Active Learning Strategies to Develop Cultural Competency Skills



*Lakesha Butler, PharmD, BCPS*  
*Southern Illinois University Edwardsville*

This session will describe and discuss the use of active learning strategies used to develop cultural competency and health literacy skills of healthcare professionals. The session will also discuss the assessment and outcomes of each active learning strategy. Participants will be able to actively practice using these tools during the session followed by the development of a personal implementation plan for what strategies they will use

back at their respective institutions. Come discover new strategies to teach or enhance cultural competency and health literacy skills of your learners.

## Sponsored Luncheon Roundtables

Getting Published – Health Literacy Research and Practice (HLRP) Journal  
Health Literacy Certification  
Legal Issues – Bring Your Challenges  
The IHA Center for Health Literacy Solutions  
International Health Literacy Association

## **\*Creating Health Literate and Inclusive Healthcare Environments**



*Stanton Hudson, MA  
Ioana Staiculescu MPH, CDFT*

This experiential workshop increases understanding of the value that diversity and inclusion adds to health literacy frameworks through short presentations, experiential activities, reflection and dialogue. Using a Freirean pedagogy, participants are engaged both as learners and teachers, while exploring how social justice theory bridges cultural competency and health literacy to create inclusive health care cultures, environments, and practices. The workshop will explore power in health care by examining who benefits and who is marginalized by the current structure of our health care system. It can assist practitioners and educators in understanding their bias and privilege and the systemic structures that reinforce those elements. Using improved health literacy as a guiding principle, participants will learn strategies to forge partnerships with patients as allies.



## **Creating Fun and Interactive Learning Sessions to Promote Health Literacy**



*Farrah Schwartz, MA  
Toronto Rehab, UHN*

There are many quick and easy ways to enhance learning with adults to promote health literacy. This session will help you learn how to set learning objectives and design interactive learning sessions to maximize health outcomes, learning retention and engagement. This session will help you plan your next learning session and answer questions such as: How can I keep learners engaged? How do I know if they are learning? How do I facilitate groups? How can I lead a session that promotes peer support without people sharing wrong information?

## **A Community Collaborative that Addresses Older Adult Health and Childhood Obesity: A Model**



*Rachel Roberts, MPH, CHES  
David DeLeon  
City of La Habra, California*

Move More, Eat Healthy (MMEH) is a community collaborative in La Habra, California, comprising non-profit organizations, government agencies, and the faith-based and business communities.



In this 2-hour session, learn how the collaborative was created, it's 5-year plan, and initiatives to date targeted at reducing childhood obesity and improving older adult health.

## Health Literacy 101: An Introduction to the Field



**Michael Villaire, MSLM**  
*Institute for Healthcare Advancement*

This workshop will provide an overview of the scope of low health literacy, including frequencies among the general population, general characteristics, abilities and challenges of persons with low health literacy, and the cost of poor health literacy (both in terms of human suffering and dollars). Strategies for making individual and system-based improvements to improve health literacy will be discussed.

**THURSDAY, MAY 4**

## Opening Keynote

### Health Equity Now! Using Our Collective Impact for Change

As political and social environments shift, the fate of those facing health disparities and disadvantages in the social determinants of health can worsen. Moving beyond understanding to action is critical. In this talk, Dr. Jones will sketch out the stakes for this population and provide direction for making gains to protect, serve, and elevate the health of those marginalized by health disparities.

### Panel: Solutions That Work for Those Facing Health Disparities



**Working with Native American Communities on Environmental Issues**  
*Vanessa Simonds, Sc.D*  
Montana State University

#### Cancer, Patients, and Research

*Deborah Collyar*  
Patient Advocates In Research (PAIR)



# Breakout Sessions

## SESSION A

### Helping Patients Make Decisions: Insights from Research and Human-Centered Design



*Geri Lynn Baublatt, MA,  
Emmi Solutions*



*Keren Ladin, PhD, MSc  
Tufts University*

Helping people make health decisions often focuses on providing information about treatment options and risks. However, this presumes patients understand their condition, its trajectory, and their prognosis. Emotions play a large role in how well patients can process information and engage in shared decision making. We'll discuss recent decision science research on prostate cancer and end stage renal disease (ESRD) that reveals how patients understand their conditions and options. We'll discuss strategies from this research and from decision aids created with a user/human-centered design approach to improve understanding and help patients process emotions and information to make better decisions.

## SESSION B

### Working Effectively With Language Access Professionals: Best Practices for Primary Care Providers



*Wilma Alvarado-Little, MA, MSW  
AlvaradoLittle Consulting, LLC*

Setting yourself up for success in providing language access requires a tactical approach, engaging all the stakeholders, and ensuring that all parties understand what "language access" really means in the clinical setting. This session will provide an overview of the goals and objectives, scope, responsibilities, and measures for a successful program and will

- Explore how culture and language affects the relationship between the patient, provider and interpreter
- Discuss the role of health literacy from a cultural and linguistic perspective
- Develop strategies that will encourage the provision of effective communication for our communities

## SESSION C

### Risky Business: Health Numeracy Best Practices



*Tina Moore, MEd, EdS*

*University of Arkansas for Medical Sciences Center for Health Literacy*

The need for patients to use, understand, and work with numbers in health care is evident. Examples include choosing a health insurance plan, following medication dosing instructions, management of chronic diseases, and understanding risk and benefits. Inadequate health numeracy is a barrier to patient self-management and effective patient-provider communication needed for shared decision-making. Evidence-based best practices for communicating numeric information have been established but are not routinely included in health professional curricula. This session will explore the numeracy skills needed by patients in health care and best practices for communication of basic numeric information to more complex risk presentation.

**THURSDAY, MAY 4**

## SESSION D

### Human-Centered Design for Health Literacy



*Stacy Robison, MPH, MCHES & Sandy Hilfiker, MA*

*CommunicateHealth*



Human-centered design, innovation, transformation, user experience (UX), and design thinking. These are all buzz words in today's technology and health care environments. But what do they look like in our day-to-day work? And more importantly, how can we use these concepts to improve health literacy? In this workshop, we'll answer these questions and more. Together, we'll unpack human-centered design and test drive some creative methods you can use to improve the patient experience.

### Panel: Bridging Research and Practice: Approaches to Uniting Two Domains



*Michael Paasche-Orlow, MD*

*Boston University*

*Cynthia Baur, PhD*

*Horowitz Center for Health Literacy*



The two domains of any scientific effort—research and practice—are inextricably linked, but often do not optimize this relationship to achieve progress. In this session, experts in health literacy research and practice will discuss how these domains relate to one another and provide solutions for optimizing their potential synergy.

## Science Literacy in Context



*Alexa T. McCray, PhD*  
*Beth Israel Deaconess Medical Center*

The translation and communication of scientific facts to the general population has always posed challenges. These discourses can be sidetracked, unfortunately, by differing agendas—political, social, religious, and others. In this session, Dr. McCray will discuss the challenges of translating scientific fact to the public in an accessible, non-partisan fashion, in a way that allows for comprehension and action.

## Breakout Sessions

### SESSION K

#### Talking with Your Patients About Their Substance Use



*Martha Bradley, MS & Shasta Jorgensen, MPH*  
*JSI Research and Training Institute, Inc.*



S·BI·RT (Screening, Brief Intervention, Referral to Treatment) is a powerful intervention that providers can use to actively engage patients to reduce harmful use and can facilitate access to further assessment and treatment. It is a conversation in which the provider understands level of risk (screening score), patient readiness to change, specific needs and life circumstances, and need for follow up to actively facilitate positive change. This workshop will focus on the components of S·BI·RT, and how it encompasses a number of approaches ranging from positive reinforcement to brief treatment, from three minutes with a provider to five sessions with a trained therapist. This workshop will explore the theory of Brief Intervention, offer simple tools to engage your patient's in BI and time to practice with case studies.

### SESSION L

#### Dementia Friendly Healthcare



*Doug Seubert, CDP*  
*Marshfield Area Purple Angels, Inc*

Health literacy presents challenges for many special needs populations, but especially for those with dementia. More than 11% of those over the age of 65 have Alzheimer's disease; when we consider other types of dementia, including early onset, the percentage is considerably higher and is expected to double within the next 35 years. Many states are redesigning care systems to accommodate this growing population.

Using the dementia friendly communities model, and incorporating evidence-based principles and practices of health literacy, engagement, and patient-centered care, this workshop will help healthcare professionals and educators improve care systems and outcomes for those with dementia.

## SESSION M

### Health Literacy and End of Life Planning



*Kathy Kastner*  
*BestEndings.com*

End of life planning is increasingly important with a population living longer as a result of medical advancements. This impacts system and human costs. While research indicates increased consumer knowledge of the importance of completing an Advance Directive, surveys also indicate a significant percentage have not done so. An increasing variety of Advance Directives forms for the most part wrongly assume the patient/family have sufficient health literacy. To close the gap between healthcare professionals and consumers/patients understanding of end of life directives and repercussions, it is imperative to ensure sensitive to health literacy.

## SESSION N

### Putting the 10 Attributes into Practice



*Hope Schwanhausser, MPH, EdS*  
*Carolinas HealthCare System*

One of our 2016 initiatives was to pilot the implementation of the 10 Attributes of a Health Literate Health Care Organization. We decided to try this with a small, rural facility called Carolinas HealthCare System Anson. It is located in Wadesboro, NC in Anson County. The facility is unique in that it houses an Emergency Department and a Primary Care facility under one roof. Patients are triaged upon arrival and are sent to the appropriate level of care. The population of Anson county has a low literacy level, so improving health literacy at the facility was important.

# Plenary Session

12:15 pm – 1:30 pm    Networking Luncheon (Organized by interest groups.)

1:30 pm – 3:00 pm    Breakout Sessions (Morning sessions repeat in same rooms.)

3:00 pm – 3:30 pm

## **Closing Keynote: Toward a Vision for Health Literacy's Future: Results from HL Community Input**

*Michael Villaire, Rima Rudd, Cynthia Baur, & Julie McKinney*



The direction in which any field of endeavor moves can be an active, managed process or a passive process affected by chance and outside forces. Discussing and envisioning a desirable future is a logical process to create an environment amenable to the needs of those working in it. Several meetings and initiatives have taken place to provide the health literacy community with an opportunity to have its voice heard. In this session, results of these efforts are presented in context.